

## CTMM General Working Guidelines

### About this document

1. This document is created as a by-product of a discussion convened on June 9<sup>th</sup> 2018 between:
  - a. **Past CTMM Presidents:**
    - i. Mr. Sudhir Oak
    - ii. Mr. Rahul Vaidya
    - iii. Mr. Snil Suryawanshi
    - iv. Mr. Mangesh Karandikar
  - b. **Hosts:** Mr. and Mrs. Dhumale
  - c. **CTMM EC 2017-2018**
    - i. Mr. Kedar Dapatardar
    - ii. Ms. Dinika Joshi
    - iii. Mr. Ashay Sathe
  - d. Not in attendance (due to conflict): Mr. Udy Khire (Past President) and Mrs. Swati Khire (CTMM EC 2017-2018)
2. This meeting was organized by current CTMM EC at the juncture of CTMM completing 10 years and with changing times regroup and plan for next CTMM journey.
3. These are working guidelines meaning a documented source of experiences, principles on basis of which CTMM was formed, operated by its leaders in the past to say what has been observed favorable in terms of its events, membership, reserves, reach outs, communication i.e. operations at large
4. This is not a rule book or this is not a amendment to by-laws.
5. Refer to this document as needed

### Topics and Details of Discussion

#### Governance

1. Form a CTMM Advisory Committee/ Trustees/ BOD as defined in the by-laws  
**Why is this required:**
  - a. This is more as an oversight to bring to CTMM influence in form of revenue, social leadership and presence.
  - b. This is not meant to add bureaucracy
  - c. This board is not meant to intervene in day to day operations
2. Amendment to by-laws: It has been observed beneficial and agreed upon by the team present to have elections only for the position of the President. The remainder of the EC officers need to be appointed by the President and expand the EC per the guidelines in the by-laws.  
**Why is this required:**
  - a. It is observed that having a bond/friendship/relationship defined and brought into CTMM EC is far more beneficial from day to day functioning of CTMM

- b. This is not a negative. It is observed that having a pre-aligned group of people forming an EC smoothens the operations and is beneficial for CTMM at large
3. Geographical Diversity: Acknowledge the fact that there are “Marathi” settlements in pockets that are very active in a secluded manner. There is nothing wrong or uncharacteristic about this. CTMM EC should make attempts to connect with them either via in-person conversation, roadshows or any other mechanism appropriate with an intent to get these groups/ families/ individuals associated with CTMM.

**Why is this required:**

- a. People are our assets. CTMM is formed to bring “Marathi” people together.
  - b. This is meant to increase presence of CTMM.
  - c. This is not a compulsion. Association with CTMM is discretionary.
4. Youth, Female, Senior Citizen presence would be beneficial in governance or in hosting of CTMM events but some means to get their active participation will be helpful.

### CTMM as Enabler/ Facilitator

As various interests grow, it is very normal that these “interest groups” get formed. CTMM being a social / cultural body cannot and should not “govern” these groups as they are formed with “interest” as the core e.g. hiking, biking, kavita-vachan and so on.

The goal here would be to time and time, acknowledge that the group is formed. Establish a relationship with the group. Assurance that CTMM is willing to help, support and be the backbone to the group as need be via its infrastructure. CTMM may also provide any financial support depending on the evaluation of the functioning EC.

Giving these groups a feeling of association to “mother ship” so to speak will increase the sense of bonding and relationship

Also ensure that these leads/ key members/ facilitators of these groups are recognized notice during CTMM events for involvements and also as awareness to other members that such a group exist.

**Why this is required:**

1. CTMM cannot be everything for everyone in other words ideation is always at the grass roots level having CTMM be the “helping hand” will make CTMM the “foundation”
2. Care must be taken that this is a symbiotic relationship. Creating that sense of attachment/ inclusiveness is bilateral formulae
3. It must be accepted both ways that lets us all respect broader charter of CTMM and acknowledge we are in it together

## CTMM Events

There are 3 types of events/ programs that are seen:

1. **Ganpati and Diwali** –
  - a. These should be considered as flagship events.
  - b. CTMM EC should target 250 members participation. Given the current demographics, this participation is considered to be a very positive attendance.
  - c. These program/ events should be orchestrated by CTMM talent verticals e.g. drama, music and so on with participation from maximum CTMM members at large contributing in and around the main program itself
2. **Padva, Holi, Sankranta , Holiday Party or any other Marathi Festivals**
  - a. These festivals / events should be celebrated with the same vigor and intensity
  - b. The format of these festivals should be kept as simple as possible intended towards a good gathering and social connections
  - c. Having a “Vyakhyan”, “Kavita Vachan”, “share experiences of some unique achievements” , karaoke are good examples to bring members together
3. **Adhoc Professional Programs**
  - a. These are the programs that are conducted by professional artist primarily traveling from India
  - b. These programs have a substantial cost factor associated with it.
  - c. It is obvious that such professional programs appeal to certain segments of the population.
  - d. It is beneficial that these programs are conducted under “CTMM Enabler/ Facilitator” cadence to keep the cost impact neutral.

## Cost Transparency

CTMM Costs can be classified as following (as of June 2018, numbers are to closest integers):

1. Fixed Costs (per year); keep the lights on cost: \$2200.00
  - a. Insurance: \$1200.00
  - b. Constant Contact: \$1000.00
  - c. Web hosting, business registration at CT.gov, others: \$200
2. Semi-fixed costs: \$1250.00
  - a. Shala: \$1000.00
  - b. Gajra: \$250.00
3. Per Program/Event Specific Costs:
  - a. Good auditorium (like TEMS in Meriden): \$1000.00
  - b. Medium quality auditorium (Vallabdhram temple): \$500
  - c. Sometimes music system as our CTMM system needs investment: \$200 - \$500
4. Food costs Per Person: \$10 - \$12
5. Professional Programs: \$2500 - \$3500.00 – Given our size this is mostly the range in which CTMM falls

As stated above, some guidelines to follow:

1. Keep membership simple
2. Varshik packages (all inclusive) have their pros and cons – if you don't try anything you won't know. So this experiment had its own merits
3. Multi-year membership is difficult to cost justify and manage.
4. It will be beneficial to incentivize members e.g. restaurant coupons, career fairs, leadership advice seminars, linkedin groups etc.

### **Cost guidelines:**

1. When defining membership costs, take into consideration fixed costs
2. Try to cover your fixed costs as much possible upfront via membership
3. Reserves should be kept so that CTMM can function for 12 calendar months without any revenues (In observation, if CTMM does 2 homegrown programs in good venues with other fixed costs as stated it takes about \$7,000 - \$8,000 per yr to run CTMM )

### CTMM Digital Presence

1. CTMM needs to amp up its digital presence big time
2. Make website simple, easy
3. Facebook, Twitter, Instagram presence – CTMM Youth can be involved heavily on these channels.